

## THE EFFECT OF PRODUCT QUALITY AND PRICE ON PURCHASE DECISIONS

Himami Firdausi,<sup>1</sup> Nur Iftah Maufida<sup>2</sup>

<sup>1,2</sup> Sekolah Tinggi Ekonomi Bisnis Islam Badri Mashduqi Patokan Kraksaan  
Porbolonggo Jawa Timur

Email Firdausihimami4@gmail.com nuriftahmaufida24@gmail.com

Diterima: Januari 21 2025

Direvisi: Januari 28 2025

Diterbitkan: Januari 30 2025

### Abstract

The aim of this research is to evaluate how product quality and price influence the purchasing decisions made by female students at the Pesantren Al-Mashduqiah Girls' Store when choosing to buy the product. This study was conducted using a quantitative approach by distributing questionnaires to 38 participants. The results show that product quality and price have a positive and significant impact on purchasing decisions. High-quality products increase customer trust, while stable and affordable prices reduce perceived risk and encourage customer loyalty. Both factors jointly influence purchasing decisions in the boarding-school environment.

**Keywords:** price, product quality, purchasing decision, female students.

### ملخص

الغرض من هذه الدراسة هو تقييم مدى تأثير جودة المنتج وسعره على قرارات الشراء التي تتخذها الطالبات في متجر بوتري التابع لمدرسة المشدقية الإسلامية الداخلية. أجريت هذه الدراسة باستخدام نصح كمي من خلال توزيع استبيانات على 38 مشاركة. تشير نتائج الدراسة إلى أن جودة المنتج وسعره لهما تأثير إيجابي وهام على قرارات الشراء. فالمنتجات عالية الجودة تزيد من ثقة العملاء، بينما الأسعار المستقرة والمعقولة تقلل من الإحساس بالمخاطر وتشجع على ولاء العملاء. ويؤثر كلا العاملين في وقت واحد على قرارات الشراء في بيئة المدارس الإسلامية.

**الكلمات المفتاحية:** السعر، جودة المنتج، قرارات الشراء، الطالبات.

### Abstrak

Tujuan dari penelitian ini adalah untuk mengevaluasi bagaimana kualitas dan harga barang berpengaruh terhadap keputusan yang dibuat oleh santriwati di Toko Putri Pesantren Al-Mashduqiah saat memutuskan untuk membeli barang tersebut. Penelitian ini dilakukan menggunakan pendekatan kuantitatif dengan mengirimkan kuesioner kepada 38 orang yang berpartisipasi. Hasil penelitian menunjukkan bahwa kualitas produk dan harga berdampak positif dan signifikan pada keputusan pembelian. Produk berkualitas tinggi meningkatkan kepercayaan pelanggan, sedangkan harga yang stabil dan terjangkau mengurangi persepsi risiko dan mendorong kesetiaan pelanggan. Kedua faktor tersebut berpengaruh secara bersamaan pada keputusan pembelian di

*lingkungan pesantren.*

**Kata kunci:** *harga, kualitas produk, keputusan pembelian, dan santriwati.*

## INTRODUCTION

One of the important economic actions undertaken by consumers to fulfill their needs is purchasing products. In general, product purchasing is the process by which customers select and purchase goods or services they perceive as fulfilling their desires. According to Kotler and Keller (2016), the purchasing decision is the stage at which buyers make their final decision about a product after conducting research and evaluating alternatives.

The Al-Mashduqiah Islamic Boarding School girls' shop significantly assists female students in meeting their daily needs. This shop serves as the primary source for female students to obtain various basic necessities, such as stationery, toiletries, and snacks, despite restrictions on access to outside the boarding school. This shop not only sells goods but also directly influences the way female students shop and make their purchasing decisions. Therefore, it is important to understand what drives female students to select and purchase items at this store.

One of the most fundamental factors in purchasing decisions is product quality. Product quality encompasses not only the quality of materials and durability, but also the variety and designs offered. Purwadinata and Batilmurik, 2020 (in Aghitsni & Busyra, 2022), define product quality as the best condition of a product and its utility, such as durability, precision, and reliability in meeting consumer desires and needs. Good product quality will increase consumer trust in the product or seller, and trust has a positive and significant influence on repeat purchases (Ratinah & Wulandari, 2023).

In addition to product quality, price also influences purchasing decisions. This is especially true in Islamic boarding schools (pesantren), where female students have limited budgets. Affordable products with appropriate quality can increase the store's appeal, while excessively high prices can deter purchasers. According to Maretiana & Abidin (2022), price has a positive and significant influence on purchasing decisions.

Ultimately, purchasing decisions are the result of considering various factors that influence consumers. Purchasing decisions are actions taken by consumers to purchase a product or service after considering various information and options (Kotler & Keller, 2016). In this case, female students choose to purchase items at the Putri Shop because they value the product quality and prices.

The Al-Mashduqiah Islamic Boarding School's Putri Shop is often the only primary choice. However, issues often arise, such as product availability, completeness, and perceived uncompetitive prices. If there is a lack of variety or

high prices, female students may abandon purchases. Investigating this issue is crucial because the Putri Shop is not only a business but also supports Islamic boarding school events. If female students' needs are not met effectively, this can impact their comfort and productivity.

The purpose of this study is to learn more about how product quality and price influence customer purchasing decisions at the Al-Mashduqiah Islamic Boarding School's Putri Shop. It is hoped that by analyzing these two variables, we will gain a better understanding of buyer behavior in the Islamic boarding school environment. The results of this study are expected to not only provide theoretical contributions to the study of consumer behavior but also provide practical input for the management of the Al-Mashduqiah Islamic Boarding School's Putri Shop to improve its service quality and strategies. This study will quantitatively test whether the variables of product quality and price have a significant influence, both partially and simultaneously, on the interest and purchasing decisions of female students.

## RESEARCH METHOD

This study employed a quantitative approach based on consumer behavior theory (Kotler & Keller, 2016). This approach was used to objectively measure the influence of product quality and price on the purchasing decisions of female students at the Al-Mashduqiah Islamic Boarding School Girls' Shop. According to Zainati and Zahra (2024), quantitative methods are research methods that use numbers and statistical techniques to analyze relationships between variables and test hypotheses.

The data used consisted of primary and secondary data. Primary data was obtained through questionnaires and secondary data through interviews with female students as the main respondents. Secondary data was obtained from journals, books, and store documentation. Using both types of data can strengthen the accuracy of the research results.

The Al-Mashduqiah Islamic Boarding School Girls' Shop is a hub for female students' needs, so this research was conducted there. The study began in September and ended in October 2025. Researchers were able to observe purchasing activity directly by selecting this location and time.

The store manager and female students served as research informants. Interviews with the manager were conducted to obtain information on product prices and quality, while the female students were the primary source for understanding purchasing behavior.

Data collection techniques included observation, interviews, distribution, and questionnaires. The questionnaire was constructed using a Likert scale to measure respondents' perceptions of product quality, price, and purchasing

decisions. According to Rakhman et al. (2024), using a combination of data collection techniques can strengthen the validity and reliability of research results.

## **RESULTS AND DISCUSSION**

### **Product Quality on Purchasing Decisions at the Al-Mashduqiah Islamic Boarding School Girls' Shop (Variable X<sub>1</sub>)**

Product quality is a primary factor influencing consumer purchasing decisions. According to Kotler and Keller (2016), product quality is the ability of a product or service to perform its functions, such as durability, reliability, accuracy, ease of use, and other features that meet customer expectations. High-quality products will create customer satisfaction and trust, which increases the likelihood of repeat purchases.

According to Tjiptono (2020), several dimensions of product quality are performance, features, reliability, suitability, serviceability, aesthetics, durability, and perceived quality. The Al-Mashduqiah Islamic Boarding School Girls' Shop can determine product quality based on product completeness, authenticity, durability, and the perceived usefulness of the product.

According to Sulistiyo and Simanjuntak (2025), product quality plays a crucial role in building consumer trust, which ultimately influences purchasing decisions. This indicates that product quality has a significant influence on consumer purchasing decisions in retail businesses.

### **Price on Purchasing Decisions at the Al-Mashduqiah Islamic Boarding School Girls' Shop (Variable X<sub>2</sub>)**

Price is the amount of money consumers must pay to obtain goods or services (Kotler & Armstrong, 2018). Consumers tend to assess the balance between price and benefits before making a purchase.

A price perceived as appropriate for product quality can increase consumer interest in purchasing the product, but a price that is too high without adequate quality can decrease purchasing decisions.

In marketing, price perception is a crucial factor influencing consumer decisions to repurchase (Yunita & Kusumaningrum, 2024).

### **Purchase Decision (Variable Y)**

According to Kotler and Keller (2021), a purchasing decision is the end result of a series of evaluation processes involving rational and emotional considerations regarding a product or brand, after consumers have gone through the stages of need recognition, information search, evaluation of alternatives, and finally making a purchase decision.

In the consumer decision-making process, (Kotler & Keller, 2016) explain that purchasing decisions are influenced by two types of factors: external and internal factors. External factors, which often originate from marketing

activities, include elements such as product quality, price perception, promotions, and brand image. Internal factors, on the other hand, include personality aspects such as lifestyle that influence how consumers respond to products and services. Purchasing decisions by female students at the Al-Mashduqiah Islamic Boarding School Girls' Shop are usually influenced by the price and quality of the goods available.

### Relationship Between Variables

Based on the theory above, it can be concluded that purchasing decisions (Y) are influenced by both product quality (X1) and price (X2). High-quality products will lead to satisfaction, while prices that are appropriate to the buyer's ability will increase the desire to purchase. It is hoped that the combination of these two elements will lead to better purchasing decisions for female students at the Al-Mashduqiah Islamic Boarding School Girls' Shop.

No	Variabel / Indikator	Number of Items	Number of Respondents	Total Skor	Total Score Average Score	Category
1	Product Quality (X <sub>1</sub> )	5	38	697	3,67	Good / Agree
2	Price (X <sub>2</sub> )	5	38	694	3,65	Good / Agree
3	Purchase Decision (Y)	5	38	720	3,79	Good / Strongly Agree

Based on the results of questionnaire data processing with 38 female students at Al-Mashduqiah Islamic Boarding School, the average value for product quality (X<sub>1</sub>) was 3.67, price (X<sub>2</sub>) was 3.65, and purchase decision (Y) was 3.79. These three variables ranged from "Agree" to "Tend to Strongly Agree," indicating that female students' perceptions of the products, prices, and shopping experience at Toko Putri were positive. This indicates that the better the product quality and the more reasonable the price, the higher the likelihood of female students making purchases and repeat purchases.

### The Influence of Product Quality on Purchase Decisions

The average product quality score of 3.67 indicates that female students perceive products at Toko Putri as having good durability, appearance, and benefits. The majority of respondents agreed with statements such as "The products sold are durable" and "The store provides products of consistent quality." This demonstrates that product quality is a significant factor driving female students' purchasing decisions.

According to Kotler and Keller (2016), product quality is the ability of an

item to perform its functions, such as durability, reliability, and conformity to customer expectations. When a product sold satisfactorily meets needs, consumers will be satisfied and likely to repurchase from the same provider.

This finding is supported by Rahmawati (2024), who stated that product quality significantly influences consumer trust, and consumer trust has a positive effect on purchasing decisions. Therefore, the higher the perceived product quality, the greater the consumer's desire to purchase.

Furthermore, Tjiptono (2020) explains that product quality dimensions include performance, features, reliability, conformance, ease of maintenance, aesthetics, and perceived quality. The results of this study indicate that Toko Putri has successfully met most of these dimensions, particularly in terms of product reliability and durability.

Therefore, it can be concluded that product quality significantly contributes to improving the purchasing decisions of female students. Good product quality fosters consumer trust and loyalty, as explained by Gultom and Evangelista (2025), who found that high product quality significantly increases consumer repurchase decisions in the retail sector.

### **The Influence of Price on Purchasing Decisions**

In the Agree category, the statements "The prices of goods at Toko Putri are affordable for female students" and "The price is commensurate with the quality of the product I received" each received the highest scores, with an average price variable of 3.65. This indicates that female students perceive the prices of goods at Toko Putri as affordable and in line with their financial capabilities. This indicates a positive price perception and a positive correlation with benefits.

Kotler and Armstrong (2018) state that price is the amount of money consumers must pay to obtain goods or services. Consumers' perceptions of fairness and commensurate with product quality will influence their purchasing decisions. If prices are perceived as too high without better quality, customers are likely to look for other stores.

Research conducted by Kartika, Muhajirin, and Aryani (2025) indicates that price has a partial positive and significant effect on retail consumer purchasing decisions. According to female students, the prices offered by Toko Putri are still reasonable and competitive compared to stores near the Islamic boarding school, supporting the study's findings.

Furthermore, price stability is also an important indicator. The statement "Prices of goods at Toko Putri are relatively stable and do not change very often" received positive responses. This aligns with the opinion of Maulana et al., 2021, who explained that price stability plays a role in reducing consumer risk perception and encouraging customer loyalty.

### **Female Students' Purchasing Decisions**

For the Agree to Strongly Agree category, the purchasing decision variable received an average score of 3.79. This indicates that female students are generally satisfied with the products and prices offered, and they plan to repurchase the products in the future. The indicators with the highest scores were the statements "I feel satisfied after purchasing goods at Toko Putri" and "I intend to repurchase goods at Toko Putri in the future."

According to Kotler and Keller (2021), purchasing decisions are the end result of an evaluation process of available product alternatives. Consumers will choose the product that is perceived to provide the most benefits at the lowest cost. In Toko Putri, two main factors influence purchasing decisions: perceptions of product quality and the suitability of price to the customer's ability. Riwati.

This study also shows a tendency towards repurchase intention. When female students are satisfied with their shopping experience, they will recommend Toko Putri to their friends and make it their first destination. Research conducted by Gultom and Evangalista (2025) shows that product quality and price perception act as antecedents of consumer repurchase intention.

### **Overall Interpretation**

Overall, the research findings indicate that all three variables are interrelated. Customers will be more satisfied and prefer to purchase products with good quality and price. Toko Putri has met the students' needs well, as seen in the average score above 3.50 for each variable.

These results support the consumer behavior theory proposed by Kotler and Keller (2016), which states that purchasing decisions are influenced by two main factors: external factors (such as product quality and price) and internal factors (such as individual needs and perceptions). In this case, external factors dominate because the students have limited access to stores outside the Islamic boarding school, making perceptions of quality and price the primary determinants of purchasing decisions.

## **CONCLUSION**

Based on the research results, it can be concluded that product quality and price have a positive and significant influence on the purchasing decisions of female students at the Al-Mashduqiah Islamic Boarding School's Girls' Shop. Quality products increase satisfaction, trust, and encourage repeat purchases. Meanwhile, reasonable and stable prices make female students more interested in buying and strengthen their loyalty. Overall, the combination of product quality and price is the main factor determining purchasing decisions, so that the management of the Girls' Shop needs to maintain product quality and set appropriate prices to maintain female students' satisfaction and loyalty. In

addition, efforts to improve service, consistent product availability, and appropriate marketing strategies are also needed to ensure that female students' purchasing interest continues to grow and have a positive impact on the store's development.

## REFERENCES

- Aghitsni, N., & Busyra, I. (2022). *Analisis faktor-faktor yang mempengaruhi keputusan pembelian produk konsumen di pasar tradisional*. *Jurnal Ilmu Ekonomi dan Bisnis*, 10(2), 112–123.
- Alma, B., & Hurriyati, S. (2020). *Manajemen Corporate dan Strategis Pemasaran Jasa Pendidikan: Fokus pada Mutu dan Layanan Prima*. Bandung: Alfabeta.
- Gultom, R., & Evangelista, D. (2025). *Pengaruh kualitas produk dan persepsi harga terhadap minat beli ulang pada sektor ritel*. *Jurnal Ekonomi dan Bisnis Terapan*, 15(1), 55–67.
- Kartika, R., Muhajirin, M., & Aryani, D. (2025). *Pengaruh harga terhadap keputusan pembelian konsumen ritel di lingkungan pendidikan*. *Jurnal Pemasaran Indonesia*, 8(2), 89–101.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). New Jersey: Pearson Education.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson Education.
- Lupiyoadi, R. (2019). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Maulana, B. F., Satiawati, S., Permana, A. G., & Tuasikal, H. (2021). *Pengaruh harga, pelayanan, dan ketersediaan BBM terhadap loyalitas pelanggan SPBU Cikini*. *Jurnal Lentera Bisnis*, 10(3), 359–364.
- Maretiana, R. S., & Abidin, Z. (2022). *Pengaruh harga, kualitas pelayanan dan promosi terhadap keputusan pembelian (Studi kasus pada konsumen Riffa Store di Kota Tenggara)*. *Jurnal Manajemen*, 14(3), 590–597.
- Prabowo, A., Triwidyati, D., & Priyantoro, E. (2025). *Analisis pengaruh harga terhadap keputusan pembelian konsumen di sektor ritel modern*. *Jurnal Ilmiah Manajemen dan Bisnis*, 14(1), 44–56.
- Rahmawati, I. N. (2024). *Pengaruh kualitas produk, online customer review, dan online customer rating terhadap keputusan pembelian dengan kepercayaan konsumen sebagai variabel mediasi*. *Jurnal Impresi Indonesia*, 3(2), 1799–1818.
- Rakhman, A., Suryadi, R., & Fathurrahman, H. (2024). *Metodologi Penelitian Kuantitatif dalam Kajian Ekonomi dan Bisnis*. Bandung: Alfabeta.
- Ratinah, S., & Wulandari, P. (2023). *Pengaruh kualitas produk terhadap kepercayaan dan pembelian ulang konsumen*. *Jurnal Manajemen Pemasaran*, 7(3), 211–220.
- Sulistiyono, D., & Simanjuntak, N. (2025). *Peran kualitas produk dalam membentuk*

*kepercayaan konsumen dan keputusan pembelian di bisnis ritel. Jurnal Ekonomi Modern, 9(1), 34-46.*

Tjiptono, F. (2020). *Strategi Pemasaran* (Edisi ke-4). Yogyakarta: Andi.

Yulianto, D. (2019). *Analisis keandalan produk terhadap kepuasan konsumen. Jurnal Ekonomi dan Bisnis, 14(1), 45-52.*

Yunita, R., & Kusumaningrum, T. (2024). *Pengaruh persepsi harga terhadap keputusan pembelian ulang konsumen. Jurnal Ekonomi Syariah dan Bisnis Digital, 5(2), 177-189.*

Zainati, S., & Zahra, A. (2024). *Metode Penelitian Kuantitatif untuk Ekonomi dan Manajemen*. Malang: UB Press.